

**Palmyra-Eagle Area School District
Public Relations Committee Meeting Minutes
Mrs. Tara LeRoy, Chairperson
Thursday, July 28, 2022 - 5:30 PM
Palmyra-Eagle High School Community Center**

All meetings are subject to Wisconsin Statutes – Open Meeting Laws (19.81-19.98)

- I. **Call to Order:** The meeting was called to order by Committee Chair, Tara LeRoy, at 5:37pm
- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. **Attended:** Tara LeRoy, Doris Parson, and Kristiana Williams
 - B. **Other present:** Jean Reith, Katie Robertson - Eagle Elementary Principal, Caitlin Kirchner - PR Coordinator, Traci Plotz - Board Secretary
- III. **Discussion and Approval of Agenda:** The Agenda was reviewed and approved.
- IV. **Agenda**
 - A. **Approval of June 2022 Minutes:** The Minutes were reviewed from the June 15, 2022 meeting
 - B. **PR Coordinator Updates - (Including Website, Newsletter, District Promo Video, Back to School):** Caitlin Kirchner reported that she is working on putting together a website maintenance schedule. The Committee asked that she find a way to highlight the availability of the Community Center and other facilities for use by the community. Caitlin is also working on preparing a Social Media plan/schedule for the year and will be contacting teachers on a regular basis to ask for items to share. The Newsletter sponsorship rate card is being updated and will be sent out to the businesses that have sponsored in the past. The hope is to get sponsorships to help offset the cost of mailing the newsletter. A new District brochure has been started and the plan is to complete it by October. A timeline has been created for the Newsletter and postcard mailings for the year, to help keep us on track. We will also be working with the printer to complete the graphic design work going forward, to save time and money.
 - C. **Honoring Lakeland Coach Lines:** Caitlin reported that she has reached out to Lakeland Coach Lines multiple times but have not heard back. She will pull together a social media post and get it out soon.
 - D. **2022-2023 Building Open House Events and Board Presence:** It was reported that Dousman Transport will be at both open houses with a bus at Eagle Elementary, Board members will be stationed in the library at the MS/ HS on August 23rd at 4:30pm, and the cafeteria at the elementary school August 25th at 4:00pm. The Eagle PTO has arranged for a couple of Food trucks to be present at Eagle Elementary, so that families can pick up dinner while there (at families cost)
 - E. **Back to School Staff Appreciation:** The Principals have arranged for Diana Dahlke to prepare a meal for staff on the first day of In-Service, August 23rd, The day will also include a welcome address by Dr. Gray.
 - F. **Promoting Weight Room Availability for Community Use:** Caitlin reported that she is working on creating a social media graphic to help promote the weight room and will find a way to add the weight room information to the website.
- V. **Schedule Next Meeting:** Wednesday, August 17th at 5:00 pm
- VI. **Adjourn:** The meeting was adjourned at 6:19pm.

**Respectfully Submitted,
Traci Plotz
District Administrative Assistant**